PIM: Product Information Management

Informatica - Product 360

P360 Supplier Portal
Dashboard

P360 Supplier Portal
Catalog View
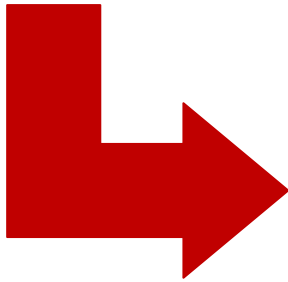
Access using Gordon Supplier +
Supplier.gfs.com

Informatica Product 360 Design

Supplier

- Controls access to catalogs and items

Catalog

- GDSN GLN
- Country
- Business Entity

Supplier Catalog Items

- Supplier Specific Data

GFS Products

- GFS Record Presented to Customers

Downstream Systems

- Combination of Supplier item(s) & GFS Product Data

Engage with **P360** & optimize your items

The Importance of GDSN Publication

98% of all data for any given product is received directly through GDSN publications. The only exceptions being **Selling Statements** and **Clear Choice** attributes.

Types of data received through GDSN Publication:

- **Material Information (GTIN, GLN, Material Number, etc...)**

- **Product Measurements and Packaging Information**

- **Ingredients List**

- **Nutritional Data**

- **Product Images**

Product Transparency & Clear Choice Values

Our Clear Choice program enables customers to filter by product attributes within Gordon Ordering, and view in the product details page.

Why is this important:
94% of consumers prefer brands that practice product transparency. When companies aren't forthcoming, consumers will likely seek those products and that information elsewhere.

Selling Statements

Why: It's an opportunity for you to showcase what makes your products unique or valuable, and differentiate them from the rest of the marketplace. This is also an opportunity to provide information about your products that is not accepted through GDSN data.

How: Vendor can upload their selling statements in bulk through the P360 vendor portal using a provided template.

Upload here to see your selling statements here.

Questions?

Questions about or would like to get access to P360?
Email gfs.pim@gfs.com

Questions about images for US items?
Email gfsimages@gfs.com

Questions about images for CA items?
Email picissues@gfscanada.com